



Helen Ross McNabb
FOUNDATION

ANNUAL REPORT

2020

DEDICATION



Dr. Joseph Johnson, affectionately known as Dr. Joe, has been an unassuming, yet steady constant in the histories of both the McNabb Center and the Helen Ross McNabb Foundation.

He began his tenured history by joining the McNabb Center board in 2001.

During this time, the Center began to expand more rapidly. With a personal interest in mental health care, Dr. Joe brought a desire to improve the treatment options available within the East Tennessee community. He also brought an abundance of experience, serving as President of The University of

Tennessee Knoxville. In that role and his prior work experience, Dr. Joe was well known for his background in fundraising, government relations, capital construction, business and finance.

After ending his second term on the Center board, Dr. Joe immediately began serving on the Foundation board. His participation, which included savvy skills in fundraising, helped elevate fundraising efforts.

He often voices “to succeed you can’t be afraid to fail,” and Dr. Joe isn’t afraid to fail or take the risk, but he does insist a good plan must be in place. He is constantly open to difficult conversations to help find needed solutions. And the risks proved profitable. From 2001 to present, the Helen Ross McNabb Foundation has grown from approximately \$4 million in assets to more than \$40 million.

“Someone who you can trust implicitly, Dr. Joe is a remarkable person,” said Jerry Vagnier, McNabb Center president and CEO. “He is exceptionally bright, thoughtful, reasonable, has a story for every occasion, and knows his way around a balance sheet.”

His social, yet laid-back personality brought forth a great fundraising approach, which greatly benefited the Center and the Foundation over his 20 years of service. Dr. Joe always makes

himself available. He has great advice and insight but is also always available to listen.

“Dr. Joe has been a trusted mentor and is the gold standard for fundraising professionals in our community,” said Houston Smelcer, McNabb Center vice president of development and government relations. “He is one of the first people I had the pleasure of meeting when I joined the McNabb Center, and I’ve learned a great deal from him.”

In addition to his dedicated service with McNabb, Dr. Joe also actively serves on numerous other boards and civic organizations, including East Tennessee Community Design Center Board Member Emeritus, University of Tennessee Medical Center Board of Directors, Knox County Imagination Library Board of Directors, Leadership Knoxville and Home Federal Bank Board of Directors, to name a few.

Married for more than 60 years, Dr. Joe and his cherished wife, Pat, are devoted members of Laurel Church of Christ in Knoxville. Together they have personally supported the Center.

Dr. Joe has helped champion new efforts as well as navigate difficult issues. We are honored to have him as a part of our history, and more importantly, as a beloved friend.

LETTER FROM LEADERSHIP

CONTENTS

1

DEDICATION

2

LETTER FROM
LEADERSHIP

3

OUR TEAM
& MISSION

4

EVENTS

5

CURRENT
CAMPAIGNS

7

ONGOING
SUPPORT

9

FOUNDATION
GRANT
PROCESS

10

FINANCIAL
REPORT



*Jerry Vagnier, top,
and Houston Smelcer*

2020 will be a year we all remember for good or for bad. The Helen Ross McNabb Foundation conducted campaigns, raised funds, held special events and creatively conducted the business of the Foundation in spite of the pandemic. Because of generous donors, volunteers and dedicated staff, our mission and purpose advanced. The work and donations of so many have changed lives for the better.

It is noteworthy to recognize that, because of the Foundation, we will continue to serve military persons and their families for years to come. In fact, because of the generous contributions received, we have expanded military services into several East Tennessee counties. We have taken our services to Anderson, Monroe, Blount, Sevier and Hamblen counties. Hundreds of service men and women now have better access to mental health and substance use disorder treatment every year.

Our Jail to Work program, serving women in Hamblen County, has enough funding for the next three years. This groundbreaking initiative is helping incarcerated women with substance use issues leave jail early, get jobs, reconcile family relationships and contribute to society. It's a tremendous

public-private partnership that is making a big difference. Moreover, employers are getting drug-free employees; previously incarcerated employed women are paying taxes and court costs; and children are getting their parents back. The program's success is a testament to the women in treatment and the community that has embraced this initiative including the Hamblen County Mayor, Bill Brittain.

Finally, the dream of having a Therapeutic Preschool for young children affected by adverse childhood experiences like abuse, neglect, loss or trauma in Chattanooga has been realized. The McNabb Center operates the only two Therapeutic Preschools in the state of Tennessee. We proudly offer hope and healing to children and their families who are struggling to overcome trauma. This early treatment intervention will change the trajectory of their future for the better.

The Foundation has overcome many obstacles to improving access to treatment. The teamwork shared has been formidable during the pandemic.

Jerry Vagnier
PRESIDENT & CEO

Houston Smelcer
VICE PRESIDENT OF DEVELOPMENT
& GOVERNMENT RELATIONS



OUR TEAM



Helen Ross McNabb Foundation officers: Ford Little, secretary; Susan Conway, immediate past chair; David Wedekind, chair; and David Ownby, treasurer. Not pictured: Ashley White, chair-elect.

BOARD OF DIRECTORS 2020

Helen Ross McNabb Foundation

The Foundation is governed by a volunteer board of directors. Board members have the responsibility to create and evaluate policy and organizational goals regarding the Foundation's finances and services. Board members are elected to serve a three-year term and may serve two terms consecutively.

THE BOARD: Mrs. Lisa Blakley, Ms. Linda Gay Blanc, Mrs. Leslie Blanton, Mrs. Lindsey Boyd, Mr. Jason Bohne, Mr. Chris Castleberry, Mr. Joe Costner, Ms. Stefanie Crowe, Mr. Wade Davies, Mr. Wade Ewers, Mr. Ted Flickinger, Mr. Pete Frederick, Mrs. Lucy Hand, Mrs. Debbie Jones, Mrs. Fran Leonard, Mr. John Luttrell, Mr. Richard Maples, Mr. Randy Overbey, Mrs. Sylvia Peters, Mrs. Lisa Rottmann, Mr. Ross Schram, Col. Joe Sutter, Mrs. Rosemary Wigington

OUR MISSION

Since its founding in 1972, the Helen Ross McNabb Foundation has worked diligently to support the McNabb Center. In addition to providing leadership and direction, the Foundation's staff and volunteer board actively raises, holds and invests funds on behalf of the Center. Funds raised by the Foundation over the years have contributed greatly toward the stability and growth of the Center.

FOUNDATION TEAM

JERRY VAGNIER ^{MSSW, LCSW}
McNabb Center President & CEO

HOUSTON SMELCER ^{MBA, CFP}
Vice President of Development & Government Relations

JESSICA HILL ^{JD}
Director of Community Relations

BETH FARROW ^{MPA}
Assistant Director of Development

MARTIN HUSSEY
Assistant Director of Development & Government Relations

REBECCA MCKNIGHT
Public Relations & Communications Coordinator

LINDSAY HUGHES
Special Events Coordinator

HOWARD BLUM
Sponsorship Specialist

KATIE ADAIR
Digital Marketing Specialist

PAMELA COLEMAN
Executive Assistant

MARKETING AND PUBLIC RELATIONS COMMITTEE

Special Thanks to our Marketing and Public Relations Committee

WADE EWERS

CINDY SEXTON

LAURA SHAMIYEH

CLARENCE VAUGHN

ASHLEY WHITE



FUNDRAISING EVENTS

“This is a great day of golf and a wonderful way to positively impact our community.” –Bob Kesling

BOB KESLING & BERT BERTELKAMP GOLF TOURNAMENT

Funds raised in 2020: more than \$85,000

The Bob Kesling & Bert Bertelkamp Golf Tournament continues to be a staple for the Helen Ross McNabb Foundation. In 2020, approximately 140 players joined the competition to raise funds to serve more than 31,500 children, adults and families in East Tennessee. Despite making changes to adhere with COVID-19 precautions, the tournament broke records and raised more than \$85,000 for the McNabb Center.



RUSSELL BIVEN CLAYFEST

Funds raised in 2020: nearly \$80,000

Nearly 300 shooters came out for the 2020 Russell Biven Clayfest, raising nearly \$80,000. WBIR's Russell Biven hosts the tournament to benefit mental health, substance use, social and victim services provided by the McNabb Center.



KNOXVILLE CHALLENGER–NON EVENT

Funds raised in 2020: nearly \$130,000

Due to the unfortunate consequences of the COVID-19 pandemic, the Knoxville Challenger event was canceled in 2020. The Helen Ross McNabb Foundation reached out to more than 200 sponsors and asked for their continued support of the McNabb Center during this unprecedented time. Through the generosity of sponsors, the Foundation raised nearly \$130,000!



BETH HAYNES 12 DAYS OF CHRISTMAS ONLINE AUCTION/DEAR SANTA

Funds raised in 2020: more than \$120,000

The Beth Haynes 12 Days of Christmas Online Auction benefits the Dear Santa program, which provides holiday gifts and experiences to child clients. This year's auction broke records in funds raised and number of bidders! The Center was able to serve nearly 2,300 children and families through its Dear Santa program.



CURRENT CAMPAIGNS

The Helen Ross McNabb Foundation advocates for the Center's needs on a state and local level. The Foundation participates in the efforts of the Tennessee Association of Mental Health Organizations (TAMHO) and Tennessee Association of Alcohol, Drug and other Addiction Services (TAADAS) to ensure our clients across 29 counties receive the care they need.



Helen Ross McNabb
FOUNDATION

THERAPEUTIC PRESCHOOL CHATTANOOGA

Launched 2020 • Campaign goal: \$600,000

In 2020, the McNabb Center opened its second Therapeutic Preschool program, which expands this service to the Greater Chattanooga Area. The McNabb Center offers the only two Therapeutic Preschools in the state of Tennessee. The programs provide intensive early intervention services to children ages 4-6 who have been abused or neglected, or who have experienced trauma of any kind. Children enrolled in the preschool have special emotional needs that many childcare and school facilities are not able to accommodate. The goal of this campaign is to raise \$600,000 to fund the new Chattanooga Therapeutic Preschool for three years.



Ribbon cutting at the new therapeutic preschool in Chattanooga.

JAIL TO WORK

Launched 2019 • Campaign goal: \$400,000

The McNabb Center began operating the Jail to Work program in 2017 after being awarded funding by the Tennessee Department of Mental Health & Substance Abuse Services, and Hamblen County government. The program promotes recovery for women who have a substance use disorder and are involved in the criminal justice system. This innovative program helps reduce recidivism and increase community tenure through workforce training, supportive housing and recovery services.

Women incarcerated in the Hamblen County Jail have the opportunity to apply to the Jail to Work program. Eight individuals are selected to participate and approved by a judge to receive a conditional release to live at McNabb Center's Morristown campus. The women are assessed to identify areas of need and are provided evidence-based treatment to address those needs. The goal, at the end of the 12-week program, is for each participant to be employed by a local business.

In 2020, the Helen Ross McNabb Foundation launched a campaign to raise funds to sustain the Jail to Work program for three years. The campaign goal was \$400,000 and the seven campaign committee members exceeded the goal, raising \$415,000 to support the program.



CURRENT CAMPAIGNS

DOGWOOD SPRINGS AT MINERAL SPRINGS AVE.

Coming 2021 • Campaign goal: \$8 million

Dogwood Springs at Mineral Springs Ave. will offer 50 one-bedroom units of much-needed low-income housing to senior citizens in the Knoxville area. This unique housing program will offer independent living to seniors experiencing issues with the aging process. The McNabb Center broke ground on this project in 2020. This nearly \$8 million project is possible because of the financial support of the City of Knoxville, Knox County, Federal Home Loan Bank-Cincinnati, the Tennessee Housing Development Agency, the Tennessee Department of Mental Health & Substance Abuse Services and numerous private donors.



The community came together for a COVID-friendly groundbreaking.

INTENSIVE LONG-TERM SUPPORT AT ESSARY DR.

Coming 2021 • Campaign goal: \$1,450,000

The Center's Intensive Long-Term Support (ILS) program is relocating from Lakeshore Park. ILS is a 15-bed residential program providing 24/7 clinical care to adults with mental illness and fragile medical conditions. The program provides services to adults who are unable to live independently. The nearly \$1.5 million renovation of the facility is supported by the Haslam 3 Foundation (Dee and Jimmy Haslam) and Buck and Linda Vaughn.



Rendering of Essary Cottage provided by George Armour Ewart Architect.

COVID SUPPORT

Across the McNabb Center, programs saw an increased need for personal protective equipment, telehealth supplies and other items to ensure mental health, substance use, social and victim services continued uninterrupted during the global pandemic. The Foundation solicited donations on behalf of the Center and, because of the generous contributions from the community, the Center was able to continue providing quality and compassionate care to clients.

Pilot Flying J, Old Forge Distillery, Mollenhour Gross, Ferguson and others generously donated personal protective equipment, which was essential in keeping staff and clients safe. It was an amazing response to help those affected by the pandemic at a local level. Throughout the year, as the need for personal protective equipment and other necessary supplies grew, so did community support.



ONGOING ANNUAL SUPPORT

SEXUAL ASSAULT CENTER OF EAST TENNESSEE

Support since 2015

The Sexual Assault Center of East Tennessee (SACET) was founded in 1973 as the Knoxville Rape Crisis Center and remains one of two comprehensive, community sexual assault agencies in the state

of Tennessee; serving 13 counties. SACET provides victims of sexual assault with the support, information and resources needed throughout the recovery process. Advocates work to ensure that survivors' legal rights are protected, while also empowering them. Clients of SACET receive support every step of the way, from the time of crisis through their journey of healing. The Helen

Some of the Helen Ross McNabb Foundation initiatives are one-time allocations and some are ongoing. The Foundation provides ongoing support in order to ensure the McNabb Center can continue its mission of improving lives and serving those with the greatest need and fewest resources.



emergency shelter care, transitional housing, advocacy and outreach to women and families experiencing domestic violence, the McNabb Center is improving lives in the community. In 2013 the McNabb Center merged with Child & Family Tennessee and took over operations of the shelter. The Helen Ross McNabb Foundation kicked off a \$1.5 million campaign to build a new and expanded domestic violence shelter, which opened in 2016.



\$50,000

The Foundation has committed annual funding of \$50,000 to SACET for a minimum of 20 years.

Ross McNabb Foundation raised \$1 million to support the needs of survivors during their time of healing. Often, when a survivor arrives at SACET, they have fled their residence unexpectedly and have no additional clothing or supplies for daily living. SACET will ensure that the basic, daily needs of survivors are being met. Campaign funds will ensure a victims support fund for at least 20 years with a rate of approximately \$50,000 per year.

DOMESTIC VIOLENCE SHELTER

Support since 2015

The Center's Domestic Violence Shelter is the area's only shelter dedicated solely to serving victims of domestic violence.

By providing a crisis hotline,



\$20,000

The Foundation funds the Score Keeper program annually to provide positive male role models for children in shelter.

In addition to financial support by the Knox County government, this program receives strong community support. Jason Witten's SCORE Foundation provides annual funding for positive male mentors to children living in the shelter. The Junior League of Knoxville, which established the shelter's Personal Development Center, also continues to support the shelter through financial and volunteer contributions.



ONGOING SUPPORT

MILITARY SERVICES

Support since 2016

Oftentimes military veterans suffer from post-traumatic stress disorder (PTSD), major depression or traumatic brain injury (TBI), which may impact the veteran's daily life. The McNabb Center believes it is especially important for all those who have courageously served their country to have access to the resources and support they need to continue healthy and purposeful

living. The Center's Military Services program is available to anyone who has served in the military and/or their family members, without a fee. Members of all branches of service, regardless of discharge status and length of service, are eligible.

550

Since the program's start, the Center's Military Services staff has provided care to more than 550 military veterans and their loved ones.

The Helen Ross McNabb Foundation achieved its \$3 million fundraising goal, which supports the program at \$300,000 annually. The Military Services program now offers a traveling therapist who serves veterans throughout East Tennessee.

THERAPEUTIC PRESCHOOL KNOXVILLE

Support since 2017

The McNabb Center's Knoxville Therapeutic Preschool program is one of only two remaining programs of its kind in the state of Tennessee. In 2017 the Helen Ross McNabb Foundation launched a campaign to endow the Knoxville Therapeutic Preschool program. The campaign

raised \$1.5 million, and the Foundation has guaranteed the preschool sufficient funds to operate for 20 years at a rate of \$75,000 per year. In recent years, as the need continues to grow, the Therapeutic Preschool has begun serving children through both morning and afternoon classes.

\$75,000

The Foundation provides annual funding in the amount of \$75,000. The Therapeutic Preschool uses these funds to serve 140 children each year.

DEAR SANTA



At the 2019 event

The Dear Santa program continues to grow, more than doubling in the last 10 years! In 2020, the program provided

gifts and experiences to nearly 2,300 children and families in need who are served by the McNabb Center. The Dear Santa program has multiple avenues to provide to clients in need. Through support of community sponsors, which include businesses, individuals and civic organizations, 863 child clients were provided gifts through the program's wish list option. Case managers "shopped" the vastly expanded toy drive and were able to give Christmas to an additional 367 children. Adult clients in the Center's peer support programs or living in the Center's residential and supportive housing were given gifts, which ensured a holiday memory and sense of community.

The program has evolved over the years, incorporating an expanded "Elf Shopping" event, which brings together community volunteers to shop for specific wish lists. In addition, the program's Christmas in July toy drive allows individuals to give throughout the year via drop off or Amazon wish list.

It is truly a community effort to ensure kids in need get the holiday they deserve. We are grateful for a community who embraces the spirit of giving and makes Dear Santa a part of their own holiday traditions.



FOUNDATION GRANT

SUPPORTING THE MCNABB CENTER

Grant funding is how we do it



The Helen Ross McNabb Foundation supports the McNabb Center through its grantmaking process. This year, the Foundation approved \$330,000 in grant funding to continue two projects: the Embedded Psychiatry program and the Medication Assisted Treatment program. These unique programs began through grant funding from the Trinity Health Foundation of East Tennessee and, because of their impact on those in need, continue to this day.

Funding In Action

1. EMBEDDED PSYCHIATRY WITHIN EMERGENCY DEPARTMENTS

A partnership with a big impact

The McNabb Center's Embedded Psychiatry program partners with both the The University of Tennessee Medical Center and East Tennessee Children's Hospital to provide psychiatric consultation within the emergency departments. More than 10 percent of all emergency department patients in the United States present with psychiatric symptoms. While emergency department providers are able to meet a patient's acute physical health needs, the departments often lack specialized psychiatric providers trained to deliver the needed care during a time of mental health crisis.

This program, which began in 2019, has shown great success in both emergency departments and its continuation is integral to serving those in need. Seeing this demand, the Helen Ross McNabb Foundation approved a \$250,000 grant to support the Embedded Psychiatry program.

2. MEDICATION ASSISTED TREATMENT (MAT)

Scientifically treating substance use disorders

MAT is a proven method of treating substance use disorders. Combining medications, such as Vivitrol and buprenorphine, with traditional therapies has been successful for individuals struggling with addictions. The McNabb Center provides buprenorphine through its CenterPointe location, and Vivitrol through numerous outpatient clinics.

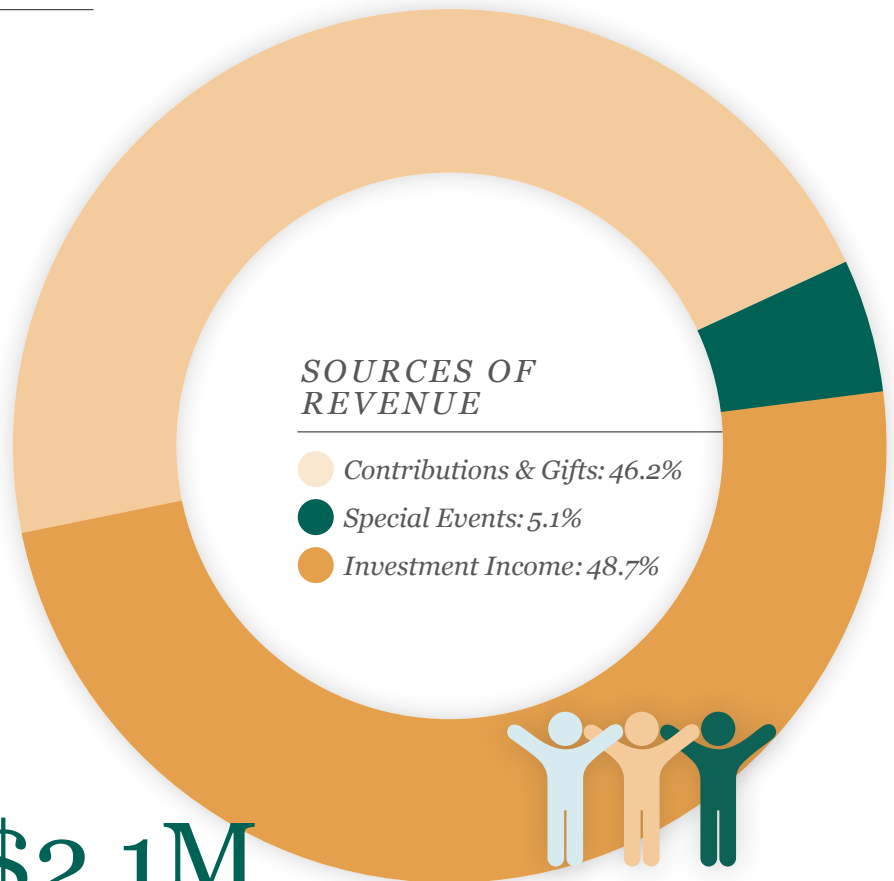
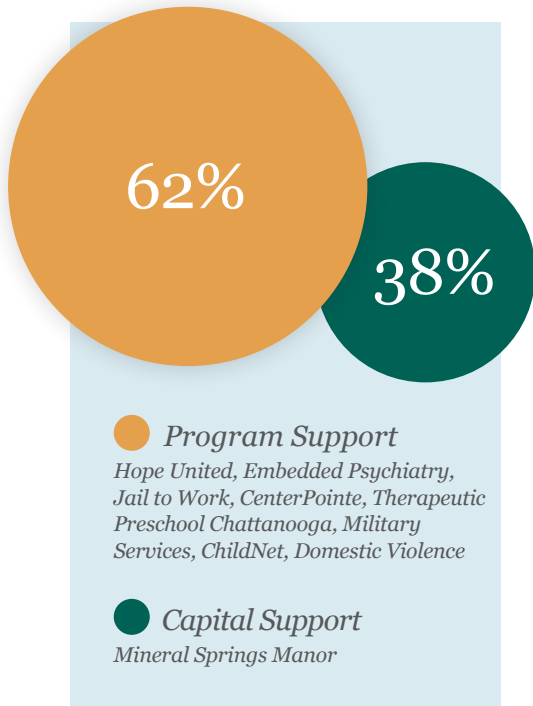
The Helen Ross McNabb Foundation approved \$80,000 for the continuation of this program. Through the Helen Ross McNabb Foundation's support, the Center's MAT programs will continue to serve those with the most need and fewest resources.



FINANCIAL REPORT

HELEN ROSS MCNABB FOUNDATION

In 2020, the Foundation's assets approached \$40 million, growing by more than \$8 million.



\$2.1M

Annual support from the Foundation to the McNabb Center in FY20 was more than \$2.1 million.



31,500

Due, in part, to the support of the Foundation, the McNabb Center is able to serve more than 31,500 individuals each year.

HOW TO GIVE

There are many ways to make a gift to the Helen Ross McNabb Foundation. You can participate in special events, contribute to an ongoing campaign, make a donation in honor or memory of a loved one or make a bequest in your will. To learn more about the range of charitable giving options, please contact us at 865-541-6684 or info@mcnabbfoundation.org or visit mcnabbfoundation.org/donate.





Helen Ross McNabb
FOUNDATION

www.mcnabbfoundation.org

865-541-6684

1-800-255-9711